

Message Text

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ACTION IO-14

INFO OCT-01 IOE-00 ISO-00 SSO-00 NSCE-00 USIE-00
INRE-00 CIAE-00 DODE-00 PM-05 H-01 INR-07 L-03
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FM AMEMBASSY PARIS

TO SECSTATE WASHDC IMMEDIATE 7064

C O N F I D E N T I A L SECTION 01 OF 03 PARIS 23509

NESCO

EO 11652: EX-GDS-1

TAGS: UNESCON PORGN AORG

SUBJECT: UNESCO: MASS MEDIA -- INTERNATIONAL COMMISSION
ON COMMUNICATIONS (FORMERLY "WISEMEN'S"
COMMISSION)

REF: PARIS 22795

1. AUGUST 6 MEETING BETWEEN DG M'BOW AND CHIEF COMMUNICATIONS ADVISORS HAS RESULTED IN DECISION TO ELEVATE STATUS OF "WISEMEN'S COMMISSION" TO THAT OF AN "INTERNATIONAL COMMISSION ON COMMUNICATION," WHICH WILL PUT IT ON PAR WITH FAURE COMMISSION ON EDUCATION. PRESENT AT MEETING WITH DG WERE ADG FOR CULTURE AND COMMUNICATIONS, MAKAGIANSAR, ANSER DELEON, EXECUTIVE SECRETARY OF COMMISSION, AND JOHN WILLINGS, WHO HAS BEEN NAMED AS THE COMMISSION'S SECRETARY GENERAL. PLEASE PROTECT.
2. AS RESULT OF MEETING, DELEON HAS BEEN CONFIRMED AS EXECUTIVE SECRETARY RESPONSIBLE FOR OVERALL COORDINATION AND PLANNING, WITH SPECIAL EMPHASIS ON POLITICAL QUESTIONS.

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TIONS. HIS NO. 2, JOHN WILLINGS (UK, "FREE FLOW" DIVISION) AS SECRETARY GENERAL WILL BE RESPONSIBLE FOR ALL TECHNICAL SUPPORT, INCLUDING SUBSTANTIVE AND FINANCIAL BACK-UP. SUPPORT PERSONNEL WILL BE DRAWN FROM OTHER UNESCO SECTORS, SUCH AS SCIENCE, AS WELL AS FROM THE COMMUNICATIONS SECTOR. 600,000 DOLLAR BUDGET FIGURE (REFTEL) HAS ALSO BEEN CONFIRMED.

3. DELEON BELIEVES THAT COMMISSION ON COMMUNICATIONS WILL BE MORE DIFFICULT AND COMPLEX THAN THE FAURE COMMISSION (WHICH HE ALSO SERVED AS EXECUTIVE SECRETARY) OWING TO UNIVERSAL INTEREST, WIDE POLITICAL EXPOSURE OVER PAST SEVERAL YEARS, AND SPECTRUM OF POLITICAL IDEOLOGIES INVOLVED. FOR THIS REASON, HE SUCCESSFULLY LOBBIED FOR 2 REPRESENTATIVES FROM EACH REGION IN ORDER TO BETTER MEET REQUIREMENT OF FULL POLITICAL AND IDEOLOGICAL PARTICIPATION, AND TO ASSURE A BALANCE OF SPECIALISTS IN MEDIA FIELD. THUS DELEON WILL AIM FOR A 14 MEMBER COMMISSION.

4. HE REALIZES THAT IT MAY BE DIFFICULT TO RECRUIT ALL THE CANDIDATES ON DG'S SHORT LIST, BUT HAS ALREADY BEGUN PROCESS. RAUL PREBISCH WILL BE ASKED TO SERVE AS THE COMMISSION'S CHAIRMAN. WHILE PREBISCH HAS NOT YET BEEN APPROACHED FORMALLY, DELEON WILL CONTACT HIM SOON IN PERSON. DELEON INTENDS ALSO TO VISIT U.S. BEGINNING AUG. 15, TO CONTACT JAMES RESTON, THE DG'S FIRST CHOICE AS AN AMERICAN PARTICIPANT. THE DG HAS ALSO DECIDED ON MARSHAL MCLUHAN, CANADA, AS HIS CHOICE OF A SECOND REPRESENTATIVE FROM NORTH AMERICAN REGION. HE DID NOT VOLUNTEER ANY DG CHOICES FOR THE OTHER REGIONS.

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5. DELOFF DREW DELEON'S ATTENTION TO FACT THAT BOTH RESTON AND ELIE ABEL HAD BEEN APPROACHED EARLIER THIS YEAR CONCERNING THEIR AVAILABILITY TO SERVE ON THE COMMISSION, AND THAT ABEL HAD RESPONDED POSITIVELY AND RESTON NEGATIVELY. WHILE DELEON WAS UNAWARE OF THIS,

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C O N F I D E N T I A L SECTION 02 OF 03 PARIS 23509

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HE SAID THAT REASON FOR PURSUING RESTON WAS TO ASSURE THAT A VERY PROMINENT JOURNALIST AND EDITOR BE REPRESENTED ON THE COMMISSION, NOT ONLY FOR SAKE OF HIS OWN STATURE, BUT ALSO TO PROVIDE A BALANCE WITH OTHER COMMUNICATIONS SPECIALISTS IN ACADEMIA, THE ELECTRONIC MEDIA, ETC.

6. PLANS ARE THAT FIRST MEETING OF COMMISSION WHICH WILL BE BILLED AS "PREPARATORY" SESSION, WILL BE HELD NEAR END OF YEAR, PERHAPS DURING NOVEMBER AND LAST FOR 3 DAYS. AN AGENDA FOR THIS SESSION WILL BE PREPARED BY COMMISSION SECRETARIAT WORKING WITH COMMISSION CHAIRMAN. FIRST SESSION WILL PROBABLY INCLUDE PARTICIPANTS' DISCUSSION AND APPROVAL OF WORKING METHODS FOR FOLLOWING (4) SESSIONS OF COMMISSION WHICH WILL LAST FOR 5 WORKING DAYS, EACH, THE PREPARATION OF AN OVERALL AGENDA, AND DISCUSSION AND COMMISSIONING OF 40-45 WORKING DOCUMENTS, BASED ON AGREED TOPICS, WHICH WILL BE INCLUDED IN AGENDA, FOR GUIDING DISCUSSIONS OF FOLLOWING SESSIONS. NUMBER OF DOCUMENTS SET ON BASIS OF AVAILABLE FUNDS, BUT WILL BE INCREASED
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IF ADDITIONAL MONEY BECOMES AVAILABLE. PERMDEL HAS INFORMED DELEON THAT U.S. NATCOM WOULD BE ABLE TO ASSIST HIM ON THIS AND OTHER TECHNICAL MATTERS, A SUGGESTION WHICH HE WARMLY WELCOMED.

7. IT IS CLEAR THAT DELEON INTENDS TO STRUCTURE PROCEEDINGS TO ASSURE THAT PARTICIPANTS BE FULLY INVOLVED IN DETERMINING THE SUBSTANCE AND DIRECTION OF COMMISSION WORK, AND ITS FINAL PRODUCT. THEREFORE NO PROVISIONAL AGENDAS WILL BE ISSUED UNTIL THE PARTICIPANTS HAVE HAD THE OPPORTUNITY TO REVIEW, REVISE AND APPROVE SECRETARIAT PROPOSALS WHICH WILL BE OFFERED AT THE "PREPARATORY" SESSION. IT IS FORESEEN THAT 2 SESSIONS WILL PRECEDE THE 20TH GENERAL CON-

ERENCE, WITH 2 SESSIONS FOLLOWING IT. AN INTERIM REPORT WILL BE MADE AVAILABLE TO THE 20TH GENERAL CONFERENCE.

8. COMMENT: PERM DEL IS AWARE THAT "WORKING LEVEL" OF SECRETARIAT LOBBIED STRONGLY AGAINST NOMINATION OF MARSHALL MCLUHAN TO COMMISSION, SINCE IT IS BELIEVED THAT OTHER CANDIDATES WOULD BE ABLE TO CONTRIBUTE MORE TO SUCCESSFUL CONCLUSION OF COMMISSION'S WORK. EVEN IF CONCLUSIVE EVIDENCE NOT YET IN, INDICATIONS THAT THIS APPOINTMENT, AND OTHERS (UNNAMED) REVEAL DG'S INTEREST IN PROMOTING A "BIG NAMES" CONFERENCE AS WELL AS PAYING ATTENTION TO SUBSTANTIVE WORK. PERMDEL BELIEVES THAT IN UPCOMING DISCUSSIONS DELEON SHOULD BE URGED TO SUPPORT THE NOMINATION OF CANDIDATES WHO, EVEN IF LESS WELL KNOWN, WILL FACILITATE CONSTRUCTIVE DIALOGUE AND SUBSTANTIVE OUTPUT, AND TO PLACE LESS EMPHASIS ON A COMMISSION OF "ALL-STARS" WHICH MIGHT BE STRUCTURED PRINCIPALLY TO REDOUND TO THE CONFIDENTIAL

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DG'S EGO AND ANY FUTURE PERSONAL CAREER PLANS WHICH HE MAY HAVE IN MIND.

9. ASIDE FROM DIRECTION WHICH DG MAY HAVE CHOSEN IN SELECTING COMMISSION MEMBERS, THE COMMISSION WILL PLACE VERY HEAVY STRAIN ON CONTINUATION OF REGULAR PROGRAM WORK IN COMMUNICATIONS SECTOR. COMMISSION ITSELF WILL COST AT LEAST AS MUCH AS HAS BEEN BUDGETED FOR 1977-78 BIENNIAL FREE FLOW DIVISION PROGRAM, AND

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DEMANDS OF COMMISSION SECRETARIAT FOR SUPPORT FROM COMMUNICATIONS SECTOR WILL CUT HEAVILY INTO OFFICER TIME AVAILABLE FOR REGULAR PROGRAM ACTIVITIES. WILLINGS (PROTECT ASSIDUOUSLY), IN FACT, ACCEPTED SECRETARY GENERALSHIP OF COMMISSION ON CONDITION THAT HE COULD TAKE "RIGHT TO COMMUNICATE" PROGRAM WITH HIM TO COMMISSION, IN ORDER TO PROTECT ITS FUTURE. WHETHER THIS PROGRAM WILL BE INTEGRATED INTO COMMISSION'S WORK, OR WHETHER WILLINGS WILL DIVIDE HIS TIME BETWEEN THE COMMISSION AND REGULAR PROGRAM IS UNCLEAR, BUT HIS POSITION REFLECTS THE ATTITUDE OF MANY OTHERS AT WORKING LEVEL IN COMMUNICATIONS SECTOR.

10' THESE OBSERVATIONS SHOULD NOT CAUSE ANY ALARM, BUT HAVE BEEN PROFFERED TO FLAG DEPARTMENT'S AND NATCOM'S ATTENTION TO SOME VIEWS WHICH ENJOY CURRENCY HERE. A SENSITIVE DISCUSSION OF THESE CONCERNS MIGHT POSSIBLY STRENGTHEN DELEON'S HAND IN DEALING WITH DG ON SOME ITEMS OF MUTUAL INTEREST, SUCH AS THE COMPOSITION OF THE MEMBERSHIP OF THE COMMISSION. CONFIDENTIAL

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AT THE SAME TIME, IT MUST BE REMEMBERED THAT DELEON, A YUGOSLAV, IS A CONFIRMED MARXIST OF THE LIBERAL, INTERNATIONAL GENRE, WHO ENJOYS THE DG'S CONFIDENCE AND WAS BROUGHT BACK TO PARIS SPECIFICALLY TO ORGANIZE AND RUN THE COMMISSION. HE ENJOYED A HIGH REPUTATION AMONG THOSE WHO PARTICIPATED ON THE FAURE COMMISSION, IS INTELLIGENT, CAUTIOUS, SOBER, AND POLITICALLY ASTUTE. AS A FIRST RATE DIPLOMAT AND PRAGMATIC PROFESSIONAL AS WELL, WE CAN EXPECT THAT HE WILL ALWAYS LISTEN ATTENTIVELY, AND RESPOND WITH THE UTMOST COURTESY. WHERE INTERESTS COINCIDE, HE CAN BE EXPECTED TO BE HELPFUL, AND, SHORT OF COMPROMISING HIS OWN INTERESTS OR BELIEFS, WILL PROVIDE US WITH INFORMATION. HE HAS ALSO IMPRESSED ON US HIS ROLE AS THE DG'S MAN FOR MASS COMMUNICATIONS, BUT ALSO CAN BE EXPECTED TO SKILLFULLY PRESS HIS VIEWS WITH THE DG ON SUBSTANTIVE ISSUES, AS WELL AS PLAYING THE KEY ROLE IN ORGANIZING THE SECRETARIAT'S EFFORTS IN

MASS COMMUNICATIONS OVER THE NEXT SEVERAL YEARS, WITH
LINE AUTHORITY POSSIBLY SPILLING OVER INTO THE
REGULAR PROGRAM AREA WHICH WILL VERY LIKELY BE VASTLY
OVERSHADOWED BY THE COMMISSION' HAMRTMN

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